RE/MAX DFW ASSOCIATES

April 2007 www.rmdfw.com Volume 8, Issue 3

Ten Years Ago

Our own Joan Malone in the Coppell office celebrates ten years of life after being left for dead while showing homes one weekday morning in the spring of 1997. This tragedy made national news on TV, radio, print and magazine. We run this month an article which appeared in Realty Times on October 26, 1998 by Blanche Evans.

RE/MAX Agent Battles Back After Attack, Fights for Agent Safety

Joan Malone knows first-hand that intuition can be a valuable tool for survival. She had told her husband that this particular customer made her uncomfortable, but she agreed to show the man more homes despite her foreboding. Hours later she was stabbed repeatedly and left for dead.

Other indicators overwhelmed her sense of fear – she had met the man twice before, once with his family members present. On the day of the attack in March 1997, she showed the man five homes. Returning to the home that they had viewed on another occasion, he suddenly attacked her, stabbing her twice in the chest and once in the neck. He left her for dead.

But Joan Malone is a fighter. Barely conscious and bleeding profusely, she managed to get to a phone and dial 911. Joan was close to death a number of times over the next few days. Her injuries were serious – a broken back, lung punctures and disfigurement.

What happened next is a true study between good and evil. Malone was violently exposed to the worst side of human nature, but the realtor community rallied to show her the good side. Immediately Realtors in Malone's office began a fund to pay her out of pocket expenses and covering her business for her. Real estate boards from as far away as Canada sent donations to assist Malone's recovery. Thousands of flowers and cards poured into the office and home.

Her attacker was quickly found, identified and put behind bars for 40 years without parole. He is paying a heavy price for physically attacking Malone and stealing her car.

Three months after the attack, Malone jumped back into work full-time. "We're in a pretty hot market right now and I just got rolling," she says. By the end of 1997, Malone had made the RE/MAX 100% Club. In December she was honored with the True Grit Award from RE/MAX of Texas.

But her experience has put her in the unique position to work actively toward the safety of Realtors. Malone donates $1,000 yearly to the Coppell Police Department to fund a women's self-defense course. She has become an industry spokesperson and advocate for agent safety and has been feature in Agent News on-line and in other industry publications. She has tried but failed so far in her efforts to get clients to submit to a criminal background check as a further protection for agents.

"People need to be aware," says Malone, who works only by referral. "That when they leave their house in the morning, there's no guarantee they'll be back. The nature of our business puts us in a very vulnerable situation. The one thing I could say to people is if you have a bad feeling; don't second guess what it's telling you. Listen to your gut feeling and protect yourself."

Joan will never forget that fateful day ten years ago when she was attacked and still speaks to groups occasionally about the issue of safety. Her attacker will come up for parole in 2017. Joan will be there…..

RE/MAX DESIGN CENTER CONTEST WINNERS

The votes have been tallied and we have the winners from our Design Center Contest. More and more agents are realizing the fabulous resources in the new RE/MAX Design Center. We had dozens and dozens of great entries, but our three esteemed judges (Cyndi Cook, Cathy Miller and Gina McGraw) chose the following agent entries, First Place, Darcy Little (FM) - Personal Brochure, Second Place, Anne Lakusta (FM)—Homestead Exemption Mailout, Third Place (Tied), Susan Corn (CO) - Personal Brochure, Tie-Third Place and Darlene Horan (PL) - Home Graphic. All winning designs are included as an insert to this months newsletter.

Darcy Little (FM)
First Place, Personal Brochure
$100 Gift Certificate to Maggionos

Anne Lakusta (FM)
Second Place, Homestead Mailout
$50 Gift Certificate to Outback

Susan Corn (CO)
Tie-Third Place, Personal Brochure
$5 Lottery Ticket

Darlene Horan (PL)
Tie-Third Place, Home Postcard
$5 Lottery Ticket

Have You Sold A Home From A REMAX.COM Lead?

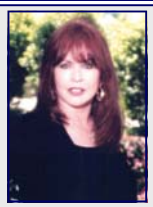
We now have reports of over 30 home sales thru REMAX.com in our company, and the leads are increasing. Please let be sure to mark your sales as "Closed and Completed" in the contact's activity area on Leadstreet so we can track the lead conversion statistics. And wow, NO referral fee to be paid on all of these hundreds of leads every month. Congratulations to Marci Barton (VR) on two closings with REMAX.com!

Marci Barton (VR)

RE/MAX DFW Associates
RE/MAX 100% Club—First Quarter 2007

Laura Barnett (CO)

Eva Bauer (VR)


Marian D'Unger (CO)

Debbie McCoy (VR)

Misty Michael (PL)

Marcia Monaco (FM)

Becky Washam (FM)

FLOWER MOUND OFFICE RED, WHITE & BLUE CONTEST

April 1, 2007 thru September 30, 2007

Blue Team - Team Captain - Becky Washam
Red Team - Team Captain - Robert Russell
White Team - Team Captain - Maggie Stoneburner

The winning team will win a 3-day cruise to Cozumel! The contest is based on scoring points. Points can be won through a number of factors. The base points are as follows:

- **20 Points - New Listing (Outside Area 41-3)**
- **30 Points - New Listing (Inside Area 41-3)**
- **20 Points - Closing (Each Transaction Side)**
- **5 Points - Executed Lease (Each Transaction Side)**
- **20 Points - Using DFW Texas Mortgage (Doug Martin)**
- **15 Points - Using Farmers Insurance (Michael Brock)**
- **50 Points - Recruiting an Agent to RE/MAX DFW Associates**
- **10 Points - Attending Office Meetings**

Agent Plateaus

- **50 Points - Reaching RE/MAX Executive Club**
- **100 Points - Reaching RE/MAX 100% Club**
- **250 Points - Reaching RE/MAX Platinum Club**
- **500 Points - Reaching RE/MAX Chairman's Club**

Agent Socials and Events

- **There will be additional point earned for socials and events during the six month contest. More will be announced at a later date**
- **Attend the April 11th , Flower Mound Meeting for full details**

APRIL 2007 Education

Contracts w/Stephenie Barker
- **Tuesday, April 3rd, 9am-1pm**
- **Location: Carrollton Coaching Center**
- **Cost: FREE**

How To Do A CMA w/Scott Smith
- **Tuesday, April 3rd, 2pm-4pm**
- **Location: Carrollton Coaching Center**
- **Cost: FREE**

Barnett Shale Seminar w/Steve Ramsey
- **Thursday, April 5th, 10am-12:30pm**
- **Location: United Title, 4880 Long Prairie Road, Flower Mound**
- **Cost: FREE**

Staying Out Of Trouble with Agency w/Peggy Santmyer
- **Monday, April 9th, 9am-12 noon**
- **Location: Carrollton Coaching Center**
- **Cost: FREE**

Understanding Surveys w/Ticor Title
- **Wednesday, April 11th, 10am-11:15am**
- **Location: Carrollton Coaching Center**
- **Cost: FREE**

Selling HUD Homes w/Scott Smith
- **Thursday, April 19th, 2pm-4pm**
- **Location: Carrollton Coaching Center**
- **Cost: FREE**

Please Register for all classes on Event Registration in My Realty Tools

RE/MAX DFW Associates Agent Appreciation Night - May 11th
We're Taking You Out To The Ballgame!

Come Join RE/MAX DFW
Friday, May 11th at 7pm
2nd Annual Agent Appreciation Night
Presented By Brock Insurance Group

- **What: Frisco Rough Riders vs Corpus Christi**
- **Where: Frisco's Dr. Pepper/7-Up Ballpark**
- **When: Friday, May 11th**
- **Time: 7pm - Game, arrive early for autographs**
- **RSVP– Event Registration on My Realty Tools**
- **Each Agent is eligible for 2 tickets w/food vouchers**

April Birthdays

B-Day Lunch Abuelo's-4/24

4/2 – Becky Drew (CO)
4/3 – Donna Ovecka (CO)
4/4 – Veronica Nichols (CA)
4/6 – Janet Emigh (PL)
4/6 – Betty Ginn (VR)
4/10 – Parvinder Sidhu (VR)
4/11 – Sherry Johnson (FM)
4/11 – Rodger Parker (PL)
4/12 – Jodi DeSerrano (VR)
4/12 – Joan Foy (CO)
4/12 – Josie Sanchez (VR)
4/13 – Carol Kyer (FM)
4/14 – Alan Stickley (CO)
4/15 – Marilyn Hammons (CO)
4/15 – Gloria Vargo (FM)
4/16 – Jara Zrowka (VR)
4/17 – Kreg Hall (PL)
4/17 – Barbara Geers (VR)
4/18 – Gerald Dostal (VR)
4/18 – Virginia Harp (FM)
4/19 – Heather Brown (CO)
4/20 – Kristen Greenberg (CA)
4/20 – Todd Chiles (FM)
4/20 – Kamiron Erlandson (CO)
4/22 – Russell Thomae (FM)
4/22 – Amber Spitzer (PL)
4/24 – Gina McGraw (CO)
4/25 – Cindy Torgussen (CA)
4/25 – Grace Perez (CA)
4/28 – Kim Brown (PL)
4/29 – Javier Torres (FM)
4/29 – Jason Brandt (PL)
4/30 – Kaycee Pollock (PL)

April Anniversaries:

23 yrs: Barb Lea (VR)
19 yrs: Opal Smith (CO)
10 yrs: Carmen Palmer (FM)
7 yrs: Susan Douglas (CO)
6 yrs: Andrew Eads (FM)
5 yrs: Greg Yeater (FM)
4 yrs: Virginia Harp (FM)
Renee McCurdy (CA)
3 yrs: Steve Davis (PL)
Sherry Johnson (FM)
Holly Kepner (CO)
Dawn Marshall (CA)
Robert Russell (FM)
2 yrs: Steve Allcorn (All)
Janet Emigh (PL)
Steve Hartmann (FM)
Rik Massengale (FM)
Kaycee Pollack (PL)
Phyliss Waugh (CO)
Amber Williams (CO)
Brian Witty (PL/CA)
1 yr: Jacy Anderson (PL)
Michelle Auzenne (FM)
Michelle Henderson (CA)
Jaime Lovelace (VR)
Valerie Pearson (FM)
Steve Speer (FM)
Amber Spitzer (PL)
Debbie Van Allen (FM)

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Company Statistics Thru March 31,2007

Flower Mound Teams-Top 11

1 Becky Washam & Assoc
2 Crawford & Company
3 Margaret Stoneburner Team
4 Joe Bixby & Associates
5 Nancy Koket Team
6 The Massengale Group
7 The Moore Group
8 Team Hartmann
9 Ken Bores Team
10 Robert Russell & Associates
11 Valerie Pearson Team

Flower Mound Individuals-Top 21

1 Marcia Monaco
2 Kevin Lewis
3 Kent Alexander
4 Kathy Moran
5 Corey Simpson
6 Shelli McBrayer
7 Mike Keeling
8 David Downs
9 Rick Arnold
10 Mark Barnes
11 Jack Hurst
12 Javier Torres
13 Phil Hughston
14 Darcy Little
15 Carmen Palmer
16 Jay Marks
17 Millie Humpries
18 Judy West
19 Bruce Thompson
20 Rick RIchards
21 Pat O'Reilly

Plano Teams-Top 11

1 Misty Michael & Assoc
2 Team Parker
3 Jim Nguyen Group
4 The Slay Group
5 The Hall Group
6 Cravanas Team
7 Rohan Team
8 Diana Holmes Team
9 Bob Vik Team
10 Team Villa
11 Linda Post Team

Plano Individuals-Top 19

1 Laxmi Tummala
2 Jeff Jacobson
3 Susan Rasmussen
4 Sue Yates
5 Danee Diaz
6 Joan Severson
7 Ted Rankin
8 Darlene Horan
9 Craig Randleman
10 Emmanuel Garcia
11 Aundrea Whalen
12 Laurel Silk
13 Janet Weston
14 Jennifer Erwin
15 Jacy Anderson
16 Pam Gossick
17 Steve Davis
18 Landon Burke
19 Karen Rutherford

Coppell Teams -Top 8

1 The D'Unger Team
2 Croft & Marshall
3 Vicki Crow Team
4 The Keach Team
5 Henry Home Team
6 Team Dunn
7 Team Thedford
8 Terry Laughlin Team

Coppell Individuals -Top 22

1 Laura Barnett
2 Ron Hoenig
3 Jacqueline Doerr
4 Beverly Smith
5 Enid Ellis
6 Joan Malone
7 Heather Brown
8 Wes Ashworth
9 Renee Hediger
10 Jim Mayo
11 Dan Gooding
12 Lori Martin
13 Jeff Stokes
14 Al Meyer
15 Kirby Mitchell
16 Kay Wolfe
17 Sonnetta Palmer
18 Joan Foy
19 Elaine Schauf
20 David Norman
21 Patrick Kernan
22 Debra Thomasson

Valley Ranch Teams-Top 10

1 Team McCoy
2 Eva Bauer Team
3 Team Yocum
4 Phillips Partnership
5 James Gang
6 Marci Barton Team
7 Peter Colt Team
8 Pat Wyckoff Team
9 Joe & Barb Team
10 Stevenson Solutions

Valley Ranch Individuals-Top 15

1 Shellye Davies
2 Vickie Carlton
3 Jaime Lovelace
4 Mike Masingill
5 Phil Mills
6 Radhi Shah
7 John Medaille
8 Ann Edwards
9 Gerald Dostal
10 JP Puri
11 Namrata Bhatt
12 Linda Black
13 Heather Gresham
14 Steve Butterfield
15 Laurel Sunderlage

Carrollton Teams-Top 6

1 Cindy Torgussen Team
2 Scott Greenberg Team
3 Craven Group
4 Lesa Stuart Team
5 Ginny Dowling Team
6 Cindy Etheredge & Assoc

Carrollton Individuals-Top 15

1 Victor Vo
2 Louis Nguyen
3 Dr. Jenni Eastin
4 Steve Conner
5 Eric Cates
6 Mona Woodhouse
7 Amyn Ahmed
8 Debbie Marshall
9 John Ivy
10 Janice Howard
11 Mark Kukla
12 Terice Durant
13 Judy Howard
14 Mellanie Huchingson
15 Kay Johnston

RE/MAX Outstanding Agents Outstanding Results.

RE/MAX DFW ASSOCIATES Agent Count
Thru March 31, 2007

CO	63
VR	47
CA	46
FM	87
PL	67
TOTAL	310

RE/MAXDFW ASSOCIATES SALES STATISTICS
MARCH 2007

	CLOSED VOLUME	CLOSED UNITS	AVG SALES PRICE
COPPELL	$28,534,365	86	$331,795
FLOWER MOUND	$23,401,793	97	$241,256
VALLEY RANCH	$21,048,841	71	$296,462
PLANO	$11,555,667	60	$192,594
CARROLLTON	$10,219,447	46	$222,162
TOTAL	$94,760,113	360	$263,222

Welcome to RE/MAX DFW Associates for March 2007

CARROLLTON'S PRESTONWOOD PARK OFFICE SCHEDULED FOR COMPLETION IN JULY

Holt Barber
Flower Mound Office

- Realtor
- Transferred from Chicago, IL
- 4 years in Real Estate

Jason Brandt
Plano Office

- REALTOR®
- Newly Licensed
- Background in Retail Management

Andrew Kotsanis
Coppell Office

- REALTOR®
- Newly Licensed
- Background in Marketing in the Medical Field

Valerie Meyer Bores
Flower Mound Office

- Team Member, Ken Bores Team
- Newly Licensed
- Background in Marketing & Sales Consultant

Heather Nifong
Flower Mound Office

- Team Member, Becky Washam & Associates
- Transferred from Keller Williams
- 2 years real estate

Shelia Ridley
Flower Mound Office

- Team Member, Becky Washam & Associates
- Newly Licensed
- Formerly Agent Assistant

RMDFW.COM WEBSITE STATS MARCH 2006 vs. March 2007

MARCH 2006	
TOTAL HITS RMDFW.COM :	817,106
TOTAL HITS REMAX.COM:	-
TOTAL UNIQUE VISITORS RMDFW.COM:	136,743
TOTAL UNIQUE VISITORS REMAX.COM:	-
TOTAL LISTING VIEWS RMDFW.COM:	183,654
TOTAL LISTING VIEWS REMAX.COM:	-
-LEADS FROM RMDFW.COM:	502
LEADS FROM RE/MAX.COM:	194

MARCH 2007	
TOTAL HITS RMDFW.COM :	1,286,014
TOTAL HITS REMAX.COM:	667,830
TOTAL UNIQUE VISITORS RMDFW.COM:	668,577
TOTAL UNIQUE VISITORS REMAX.COM:	136,743
TOTAL LISTING VIEWS RMDFW.COM:	226,642
TOTAL LISTING VIEWS REMAX.COM:	191,459
-LEADS FROM RMDFW.COM:	657
LEADS FROM RE/MAX.COM:	2,909

Future RE/MAX DFW Associates!

ANDREW & GINGER EADS (FM)
Welcome Daughter

Caroline Anne
7lbs. 3 ozs
19 inches long

Born Wednesday, March 28th

SHELLI & SCOTT McBRAYER (FM)
Welcome Son

Blaise Ian
7lbs. 9 ozs
20 1/2 inches long

Born Monday, April 2nd

KIM-LAN & DON CARLSON (PL) Return from Vietnam for Adoption of Daughter Maile

The road has been long but after 18 months of waiting and tons of paperwork, Kim-Lan Carlson (PL) and husband Don departed the States, March 10th headed for Ninh Thuan Province, Vietnam on their quest to add to the Carlson family. Kim-Lan and Don arrived home safely, Wednesday, March 28th with their precious new daughter Maile.

Congratulations to the Carlson Family!